



*Turn employees into engaged players*



Offer and cooperation strategy



## Cooperation strategy

Service by Gamfi

Selfservice

**From the beginning of the project** we are working with you providing a complete product tailored to your needs along with dedicated service.

**After some time** we give you the competence to operate the Platform on your own, thanks to which you get full autonomy of activities and a much lower cost of maintenance.

Explanations of the individual  
items of the offer







# License for the Gamfi Platform

Monthly fee for launching one application on the Gamfi Platform. As part of the payment, you receive:

- Access to the application for the administrator and user;
  - Each user can have a system administrator role
- Free Platform updates;
- Access to the Gamfi Marketplace:
  - Catalog of ready to use motivators (awards, employee benefits);
  - Ready to use engagement schemes;
- Access to the online support channel (support.gamfi.com) - so-called second support line;
- Access to the "Gamfipedia" knowledge base (knowledgebase.gamfi.com);
- Access to the Gamfimunnity customer community;
- Standard SLA



# Implementation

The substantive team Gamfi will implement the project in cooperation with your project team

The substantive support package includes, among others:

- Work environment audit and analysis
- A online business workshop that is needed to:
  - Get to know your business strategy;
  - Understanding your goals in the project;
  - Prepare a gamification strategy proposal;
  - Prepare a content strategy proposal;
- Select the appropriate components of the Gamfi Platform.
- Designing dedicated engagement schemes
- Creating content for the application in cooperation with the substantive team on the client's side
- Parameterization and selection of motivators (prizes);
- First import of user structure, help in building the appropriate structure file;
- Policy templates and privacy policy;



## Monthly substantive maintenance

After completing the first stage of implementation, the project goes into a maintenance phase

As part of substantive maintenance, the customer receives:

- Dedicated consultant from Gamfi within the following support channels;
- Internet support channel [support.gamfi.com](https://support.gamfi.com);
  - Chat in the admin panel;
  - E-mail;
  - Phone.
- Current parameterization of applications based on user behavior;
- Proactive help in the use of the Platform and the selection of appropriate gamification mechanisms - we see how the client works and if we observe a situation in which we can help, we contact the client;
- Advice on the use of the new functions of the Platform.



## Platform service training

The fee includes a substantive course aimed at building and training a team of competencies on the client's side.

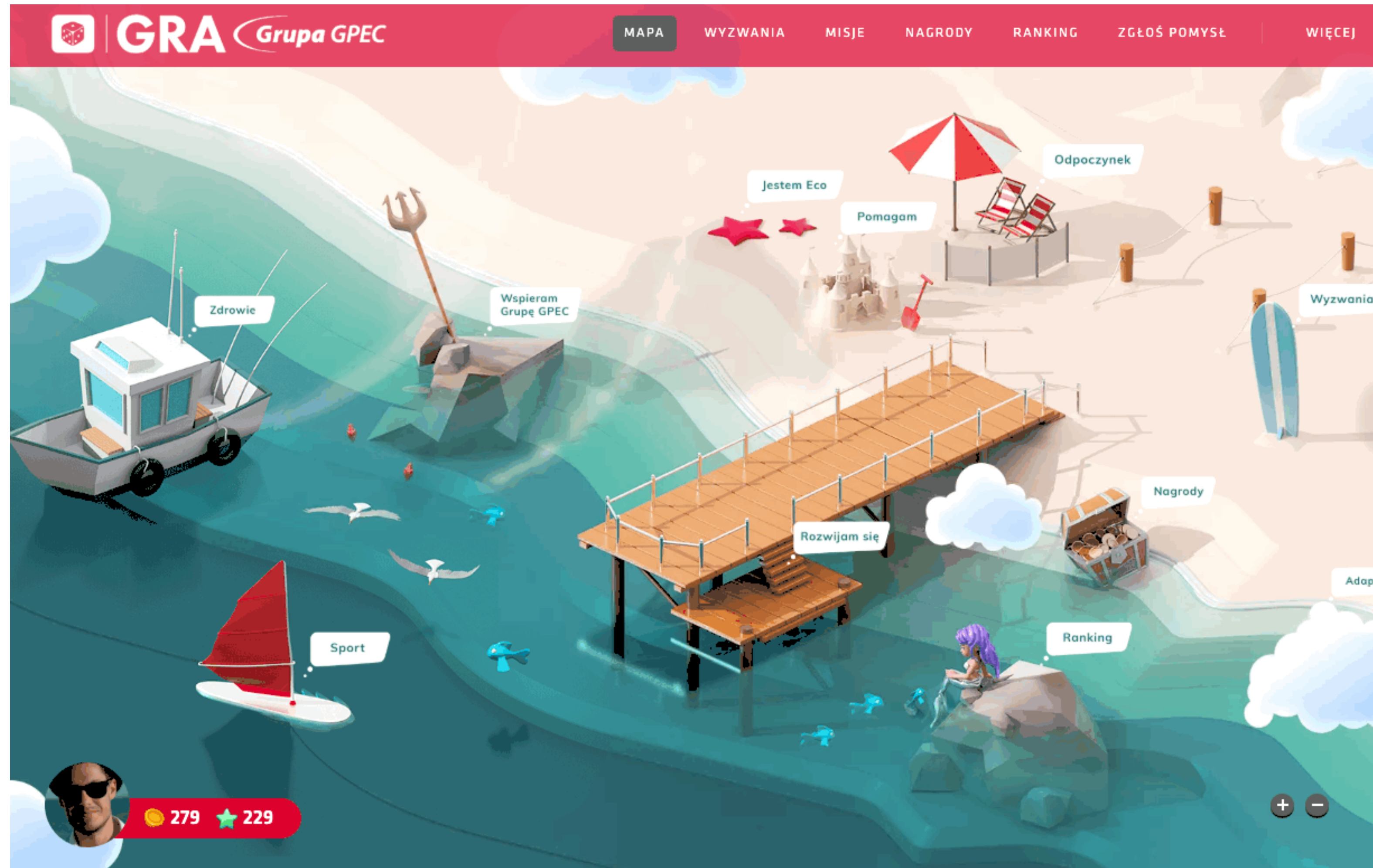
What does the training course contain

- One-day (3-4 hours) online workshop for the project team on the client's side
- Two online sessions, during which you can ask questions, discuss exercises
- Exercises in pdf for video sessions with examples of application
- Working together on the client's application together with a Gamfi consultant
- Convenient contact via [support.gamfi.com](https://support.gamfi.com)

# Visual examples of Gamfi Platform



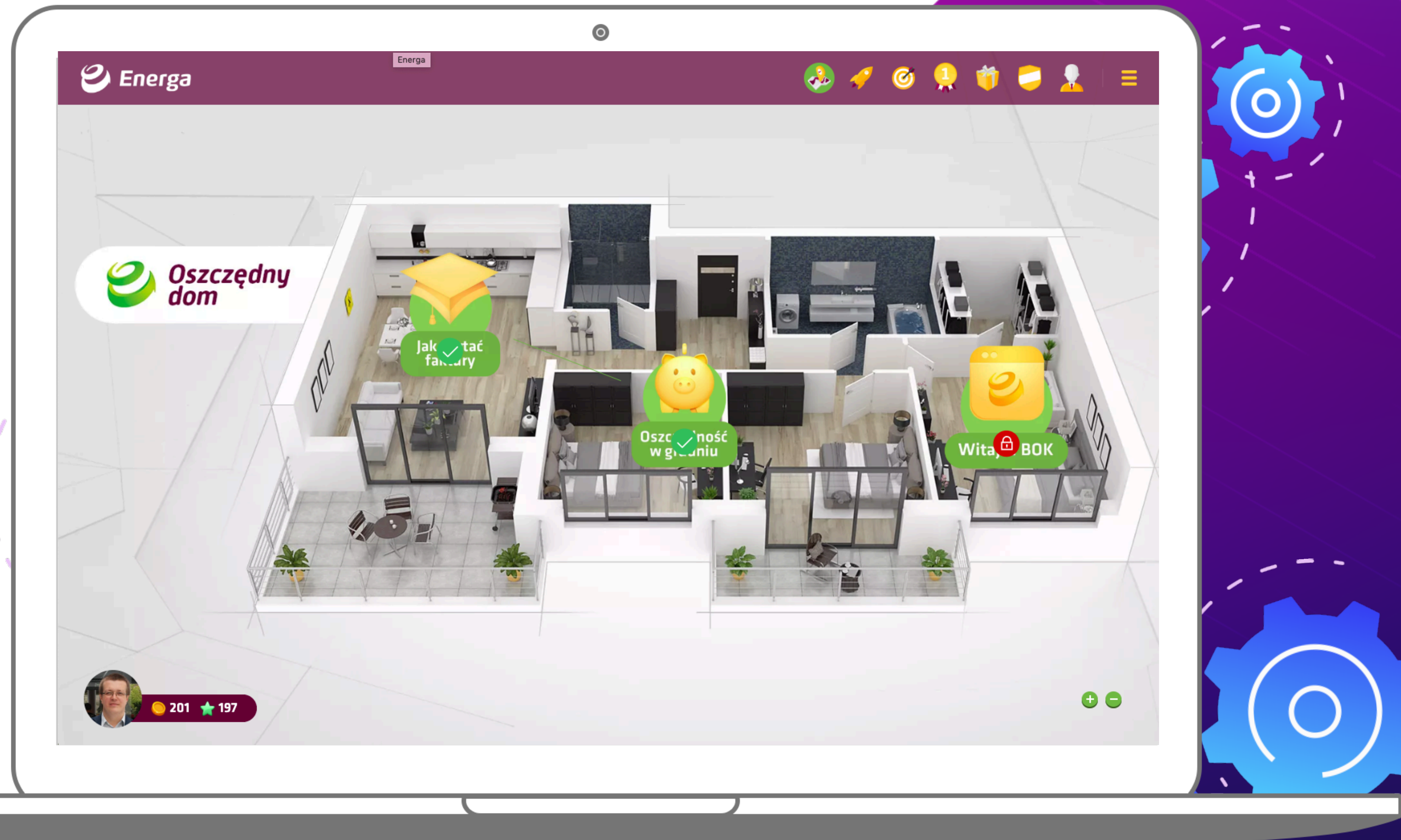
























# Functions of the Gamfi Platform

# Types of points earned by user

The employee receives points for performing tasks, which he can use for the purchase of prizes. Not all types of points allow you to earn rewards. Some decide about the level and places in the rankings. Others limit the number of activities performed.



**Standard coins**



**Premium coins**



**Experience points**

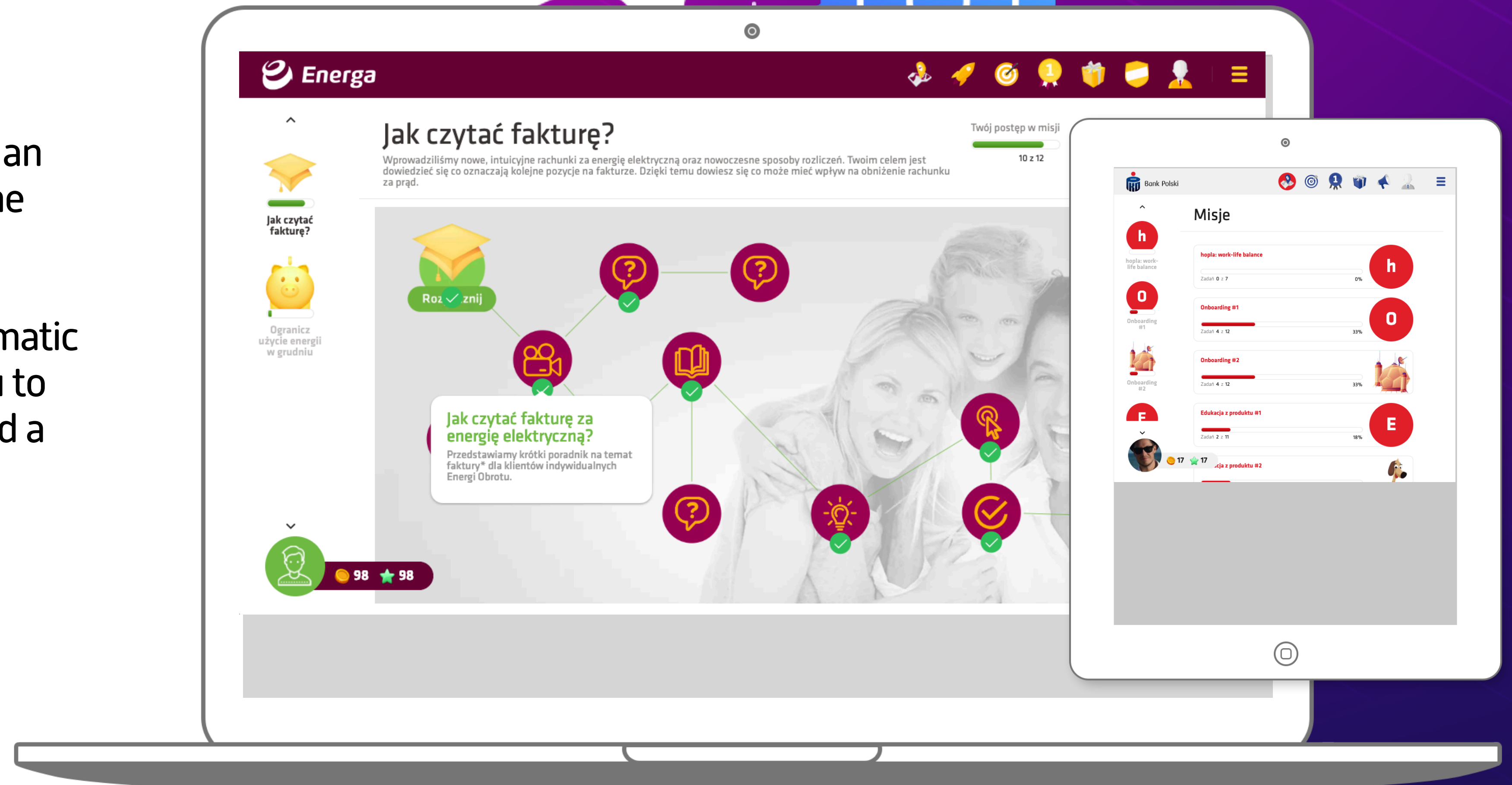


**Action points**

# Missions and tasks

As in games, we engage an employee in the life of the Starbucks brand.

We group tasks into thematic missions. This allows you to give the action a goal and a meaningful plot.

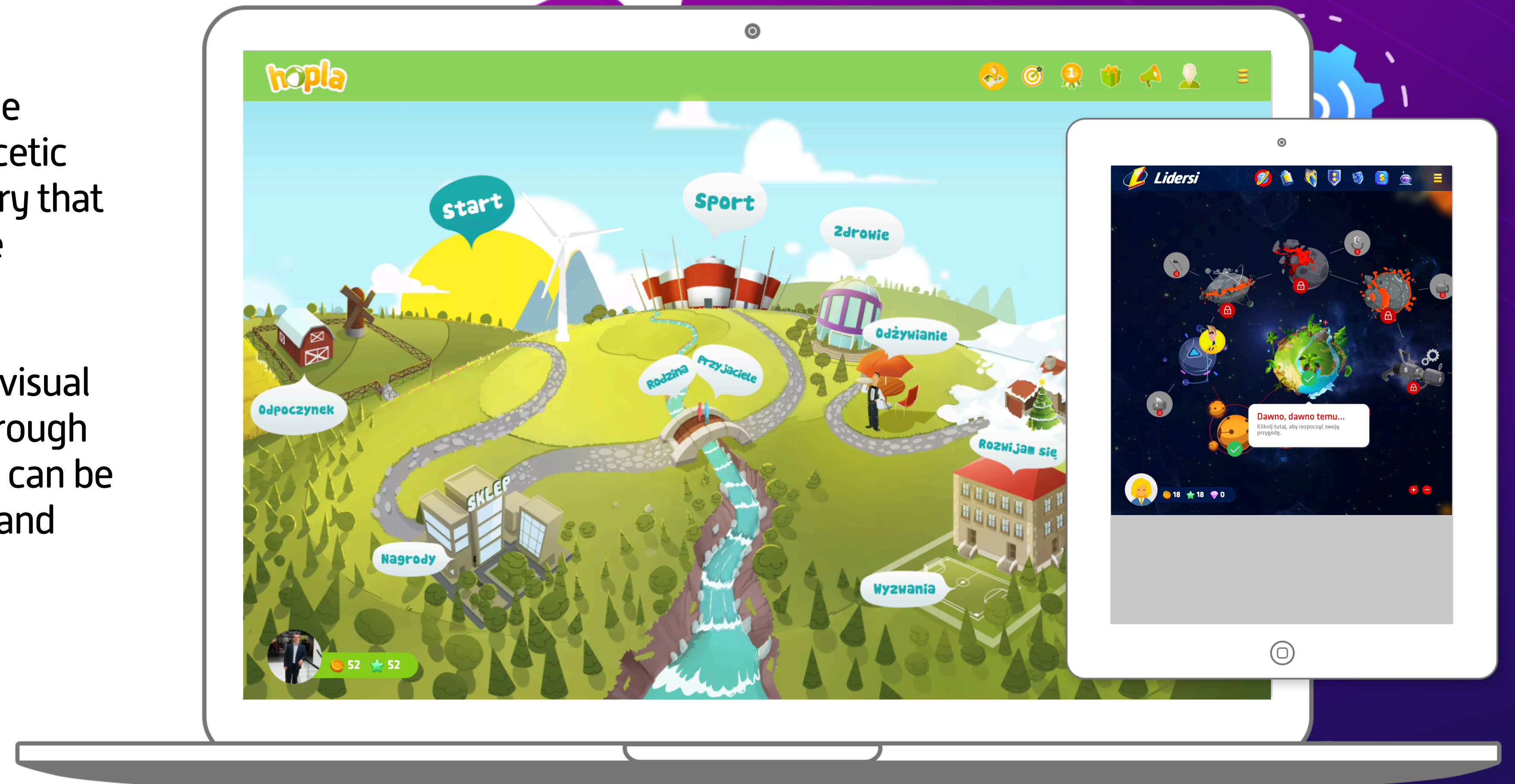




# Fiction narratives

Tasks and missions can be presented in a simple ascetic visual form or build a story that will involve and motivate employees even more.

Narratives can have any visual layer. From fairy-tale, through game to real. All of them can be matched with your goal and target group.



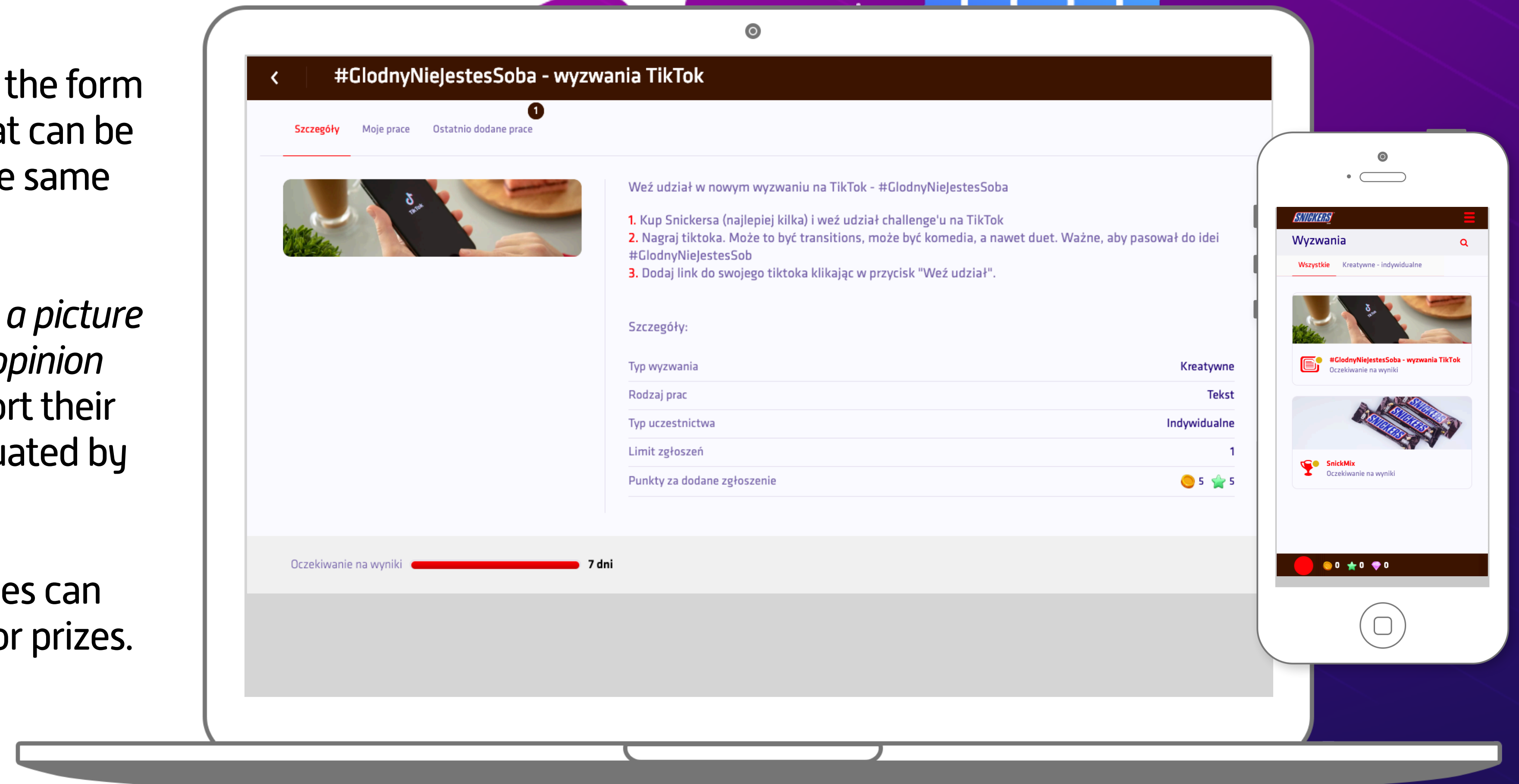


# Creative challenges

Creative challenges take the form of mini-competitions that can be organized infinitely at the same time.

On a given topic, eg *take a picture with...* or *write down an opinion about...*, employees report their work, which can be evaluated by the community.

The best submitted entries can be awarded with points or prizes.

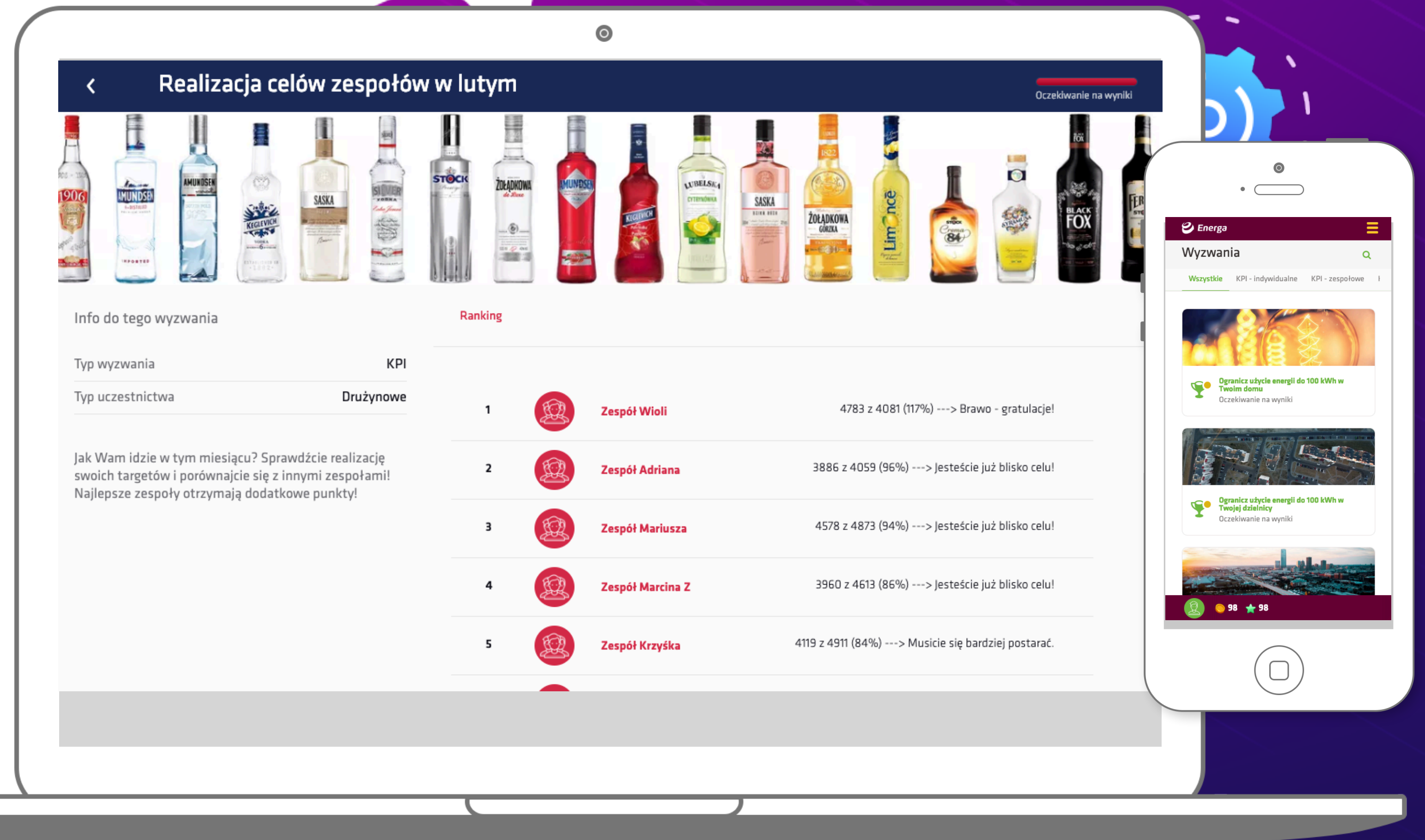




# KPI challenges

Mechanics is identical to those on creative challenges, but the subject of action is the number of activities performed, which we entrust to employees.

We can compare absolutely anything here that can be reported using numbers eg selling values.



# Rankings

Experience points that employees collect for all activities in the area of tasks, missions or challenges allow them to change places in global rankings.

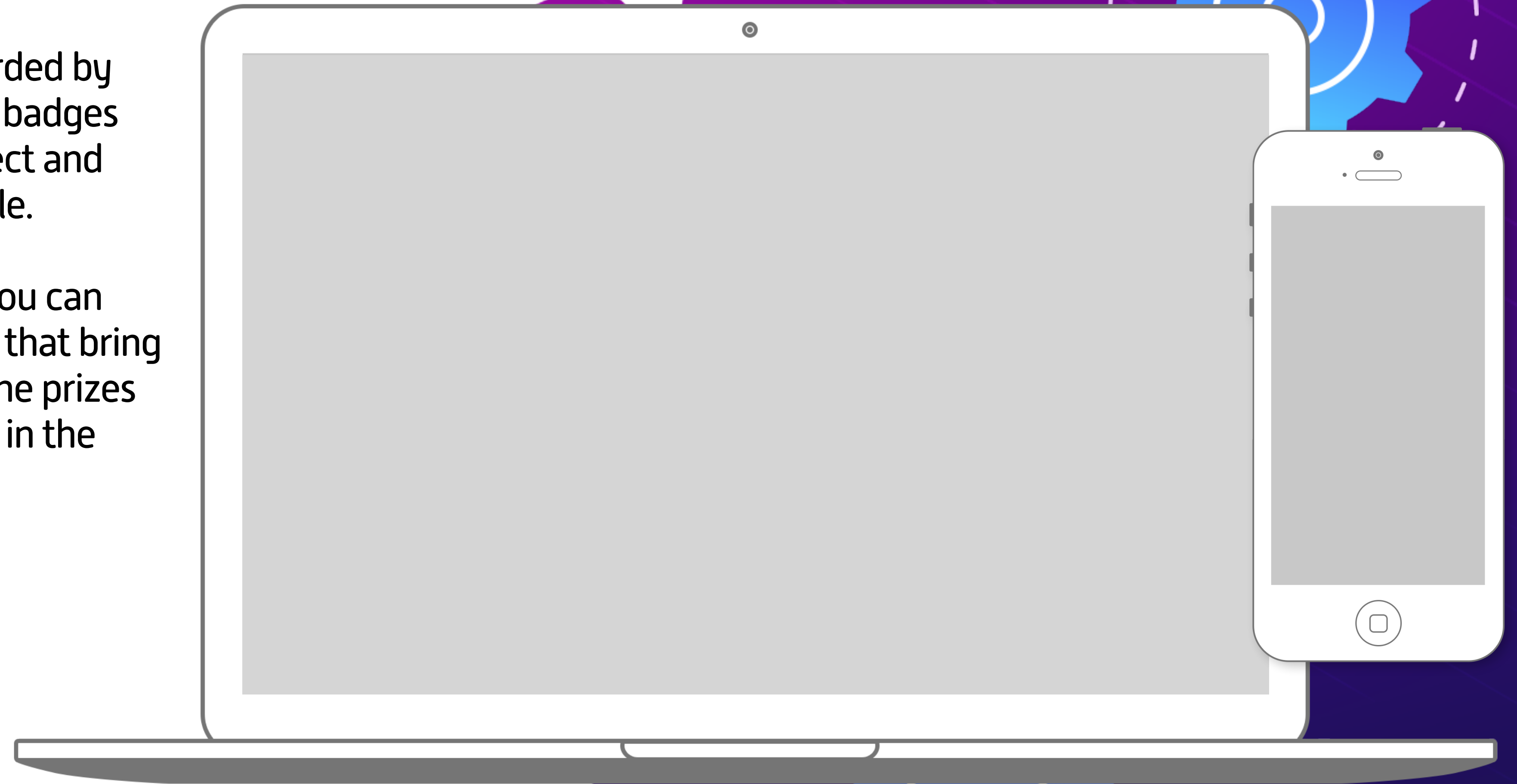
Rankings can be individual, team, by city, countries etc. You can compete for example country vs country or city vs city.



# Achievements

Special actions are rewarded by the Platform with virtual badges that employees can collect and display in their user profile.

For each achievement, you can receive additional points that bring the employee closer to the prizes and increase his position in the rankings.

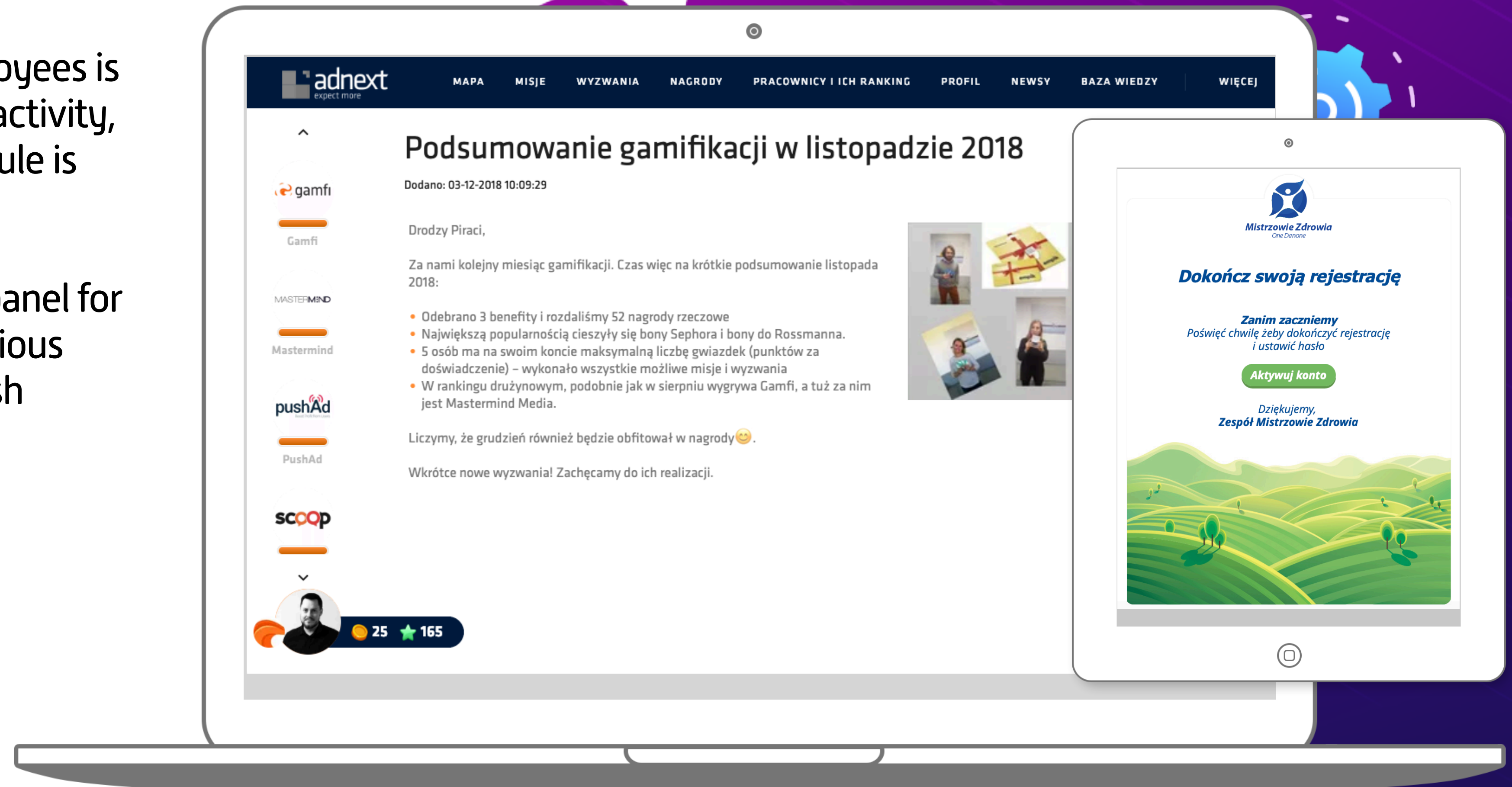




# News and communication

Communication to employees is necessary for their long activity, therefore the News module is available in the Platform.

The complement is the panel for sending messages of various types, e.g. e-mails or push notifications.

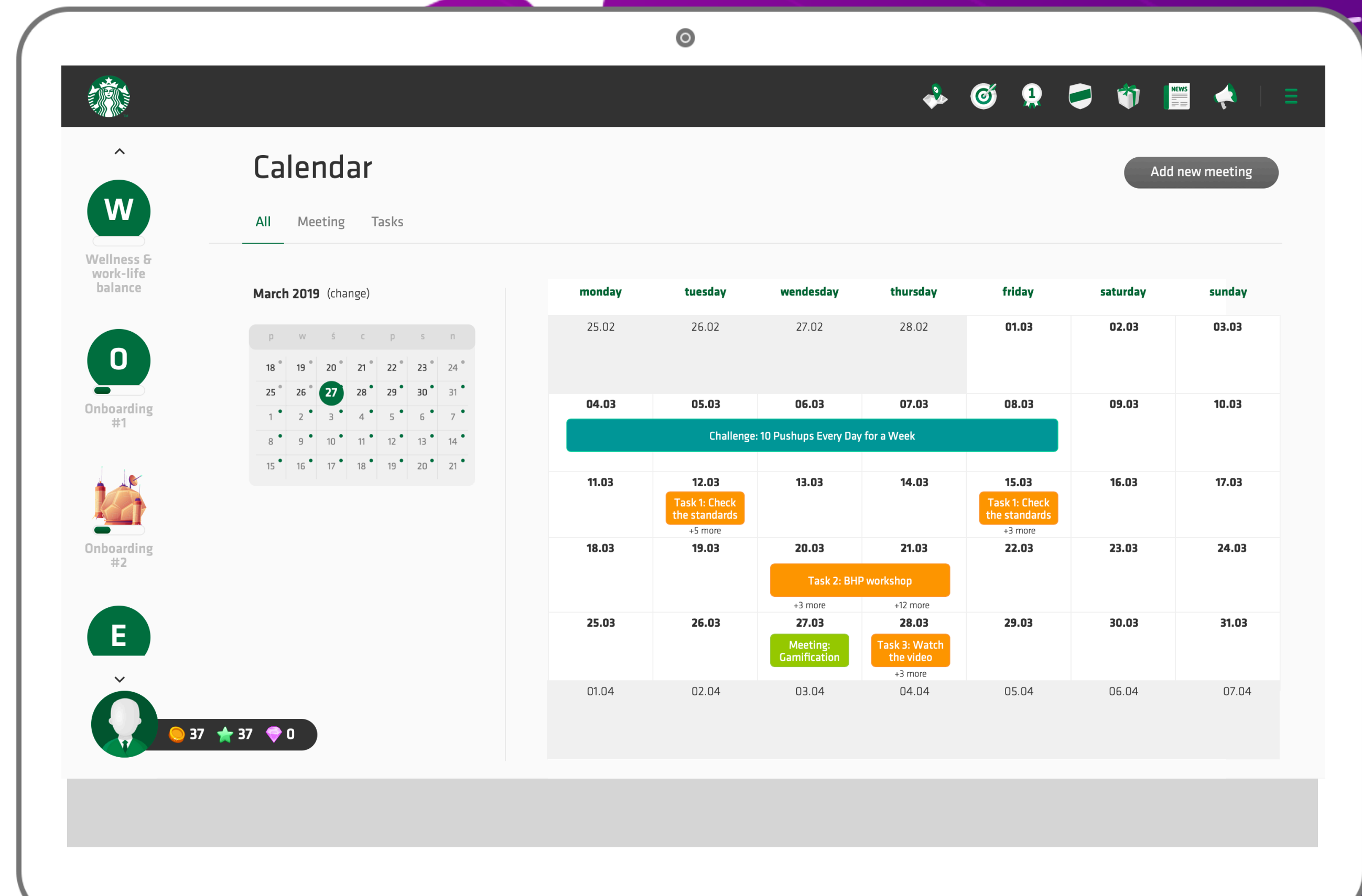


# Calendar

Calendar is a flexible tool on platform that displays information about upcoming events (e.g. meetings), new missions, challenges, retention tasks and more.

This is an alternative way of presenting all key activities on the platform.

At the moment we are designing this functionality. It will be available this year.

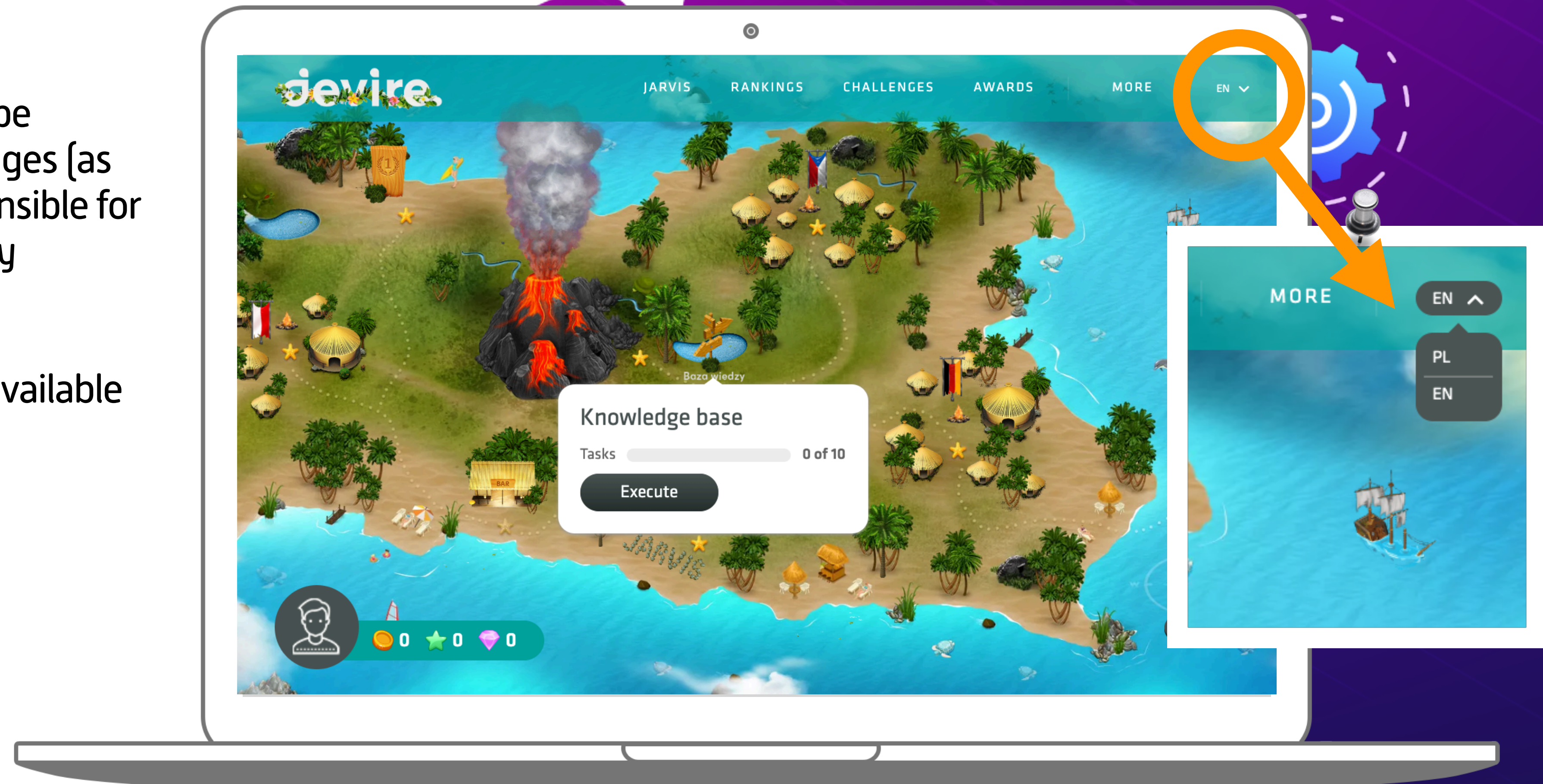




# Multilanguages

Gamfi Platform for users (Platform interface) can be available in multi-languages (as you wish). Client is responsible for translation content in any additional language.

Administration panel is available in english.





# Other functionalities

Nazwa	
Repeating tasks for better learning (knowlence retention)	
Registering by OAuth (Facebook, Google, LinkedIn)	
Tool for user and structure import to Platform	
Roles and permissions for users and admins	
User and team profiles	
Aggregating users and teams into containers	
Collection and graph missions	
Activity log, analytics panel with reports to download	
Awards catalog	
Marketplace with awards, content and services	2019
Landing page	
Main menu configuration	
GTM and Google Analytys integration	
Administration panel to manage all system functions (it does not require IT resources)	





Supported format of materials on  
the platform

# Supported format and type tasks on the Platform

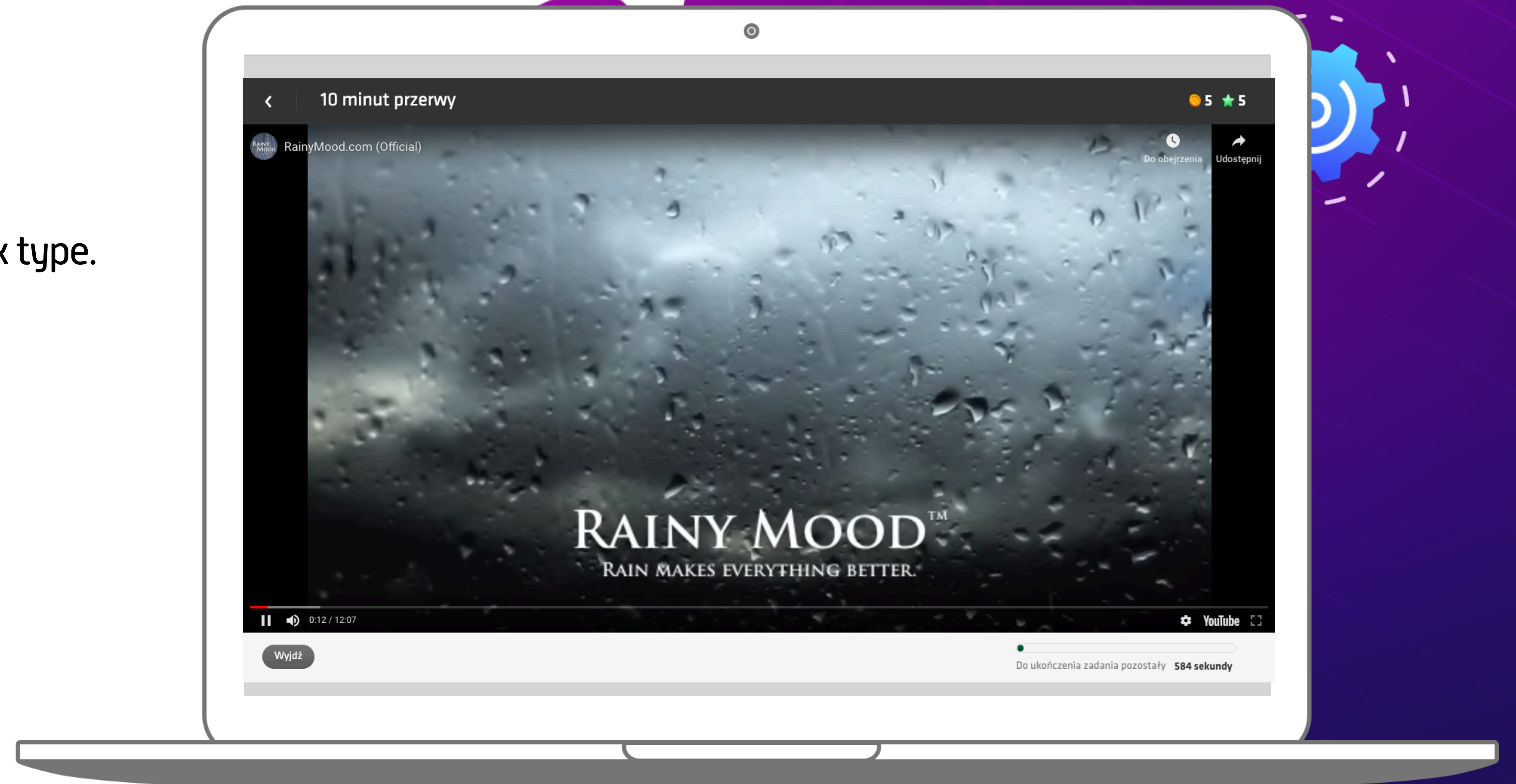
Nazwa	Status
Visit site and stay for an amount of time	
Form task to use it to forms or surveys	
Video task (embedding video files from YouTube,Vimeo etc.)	
Registration on Platform	
Login to Platform by OAuth service	
Text single choice question task	
Image single choice question task	
Text multiple choice question task	
Image multiple choice question task	
Guess phrase question task	
Uzupełnij brakujące słowa w zdaniach	
Complete phrase question task	
True false question task (select the correct option)	
Order question task (set the items on the list in the correct order)	
Declaration task (declare the action - single or multiple)	
Read document (PDF, DOC, presentations and other documents converted to PDF files)	
Read article (set task by editor like in wordpress)	
Join team	
Subscribe social channel	2019
Mockup task (universal task for importing any tasks created in the external software)	





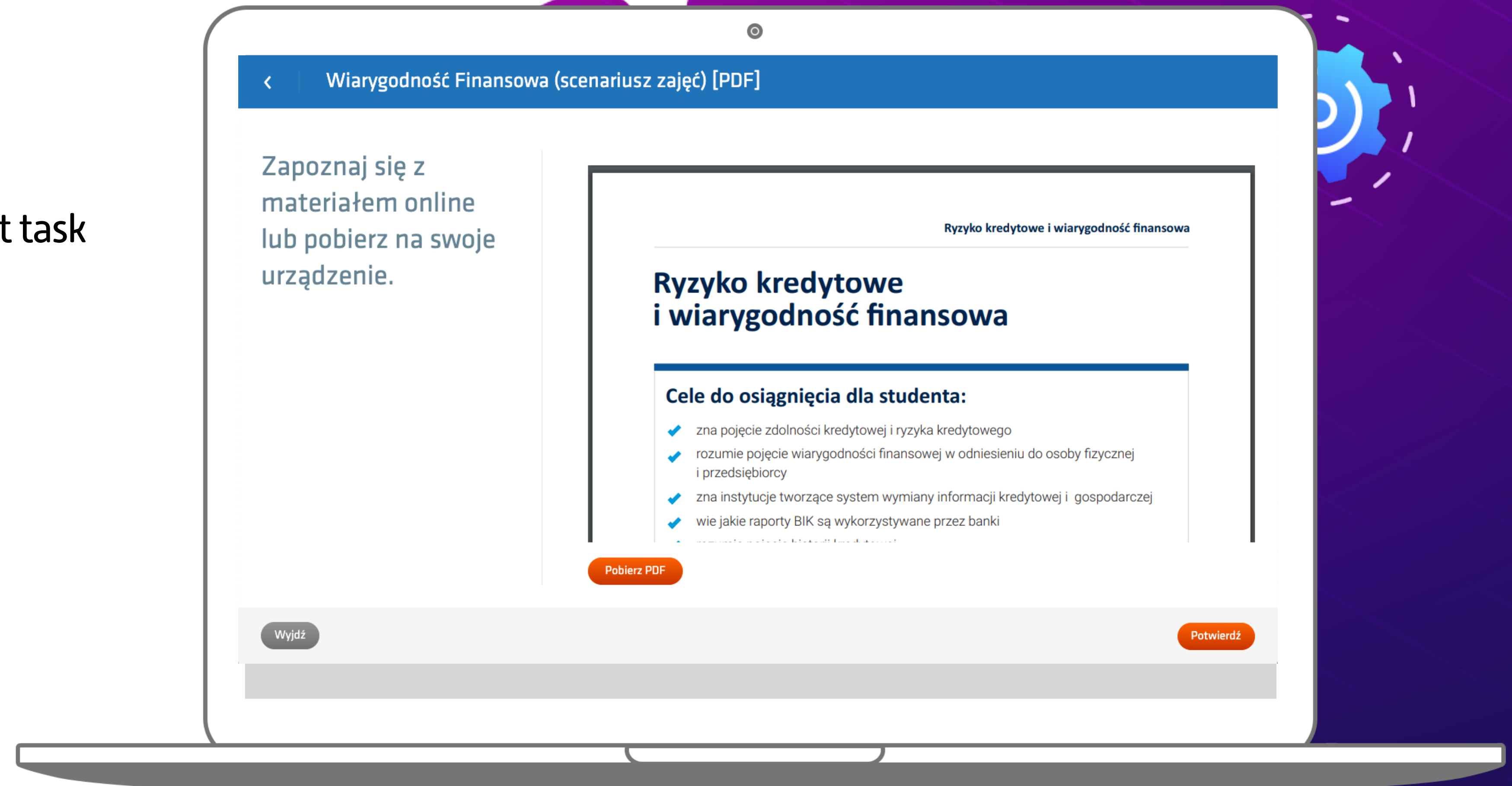
# Task example

An example of video task type.



# Task example

An example of document task type.

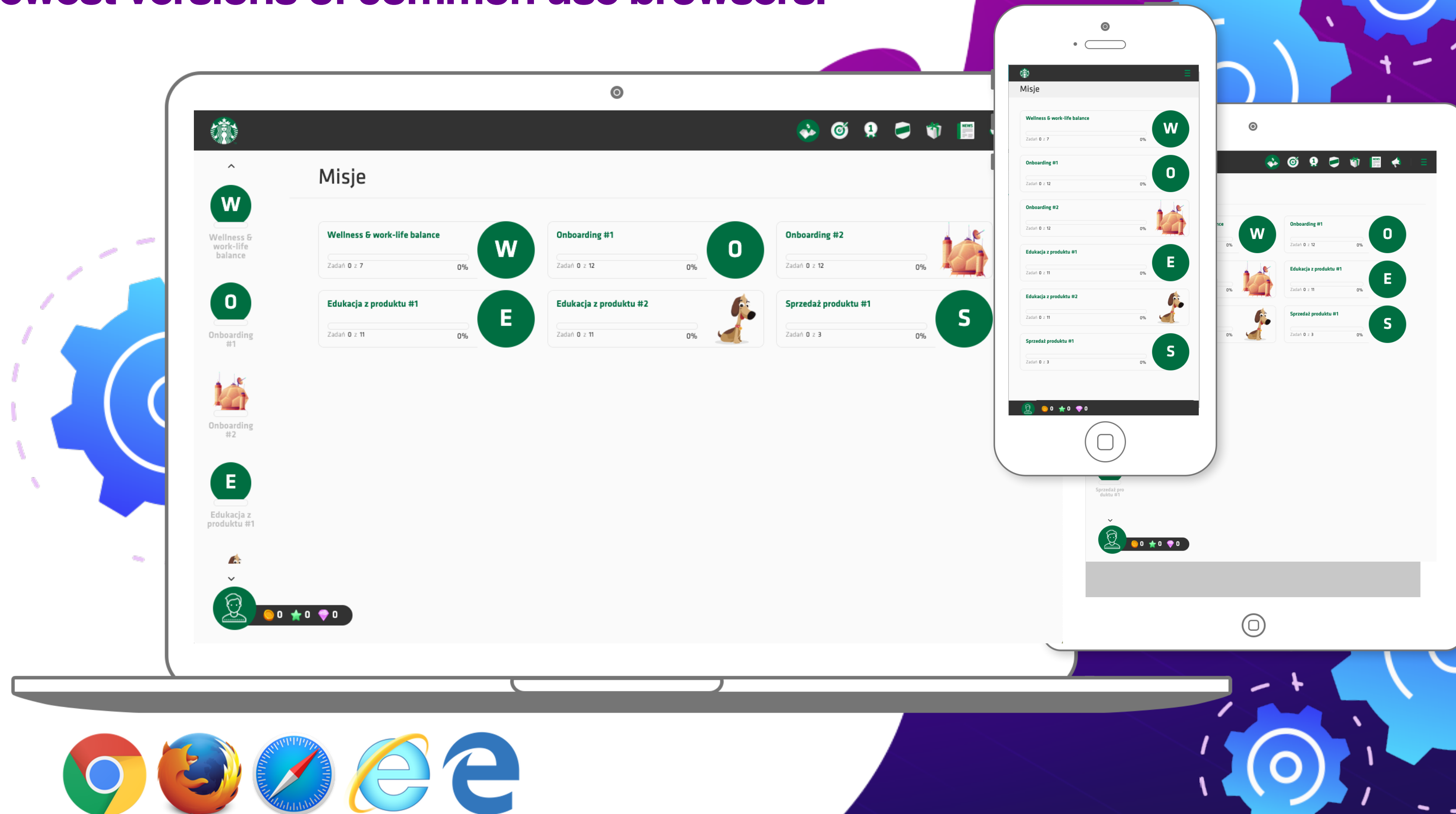






Technical requirement from users

**Gamfi Platform works everywhere on every device as WEB and mobile app (PWA) on the newest versions of common use browsers.**



# Technology and security





## Technology and security

Gamfi Platform is an application powered by PHP, TypeScript, MySQL and React.

Separate backend and frontend services decrease the attack surface by providing clear separation between business logic and view layers.

The application backend is based on popular and safe Symfony Framework, designed to fend off most web-based attacks.

Client's application data is isolated on infrastructure level. The infrastructure itself is provided by Microsoft Azure Cloud, known for its proven secure design.

Application security is certified by multiple security audits by Gamfi clients from financial sector.

